

Delaware Division of the

Delaware State Arts Council Meeting Minutes
September 19, 2012
11 a.m. to 2 p.m.
Possum Point Players, Georgetown

Attending: Council: Lise Monty, Lou Braithwaite, Joann Browning, Lori Crawford, Richard Givens II, Margaret Johnson, Gail Lear, Jon Newsom, John Sarro, Ruth Sokolowski, Catherine Walls, Mack Wathen, Carson Zullinger, Ralph Kuebler

Staff: Paul Weagraff, Susan Salkin, Terry Plummer, Sheila Ross, Kristin Pleasanton, Roxanne Stanulis, Dana Wise, Gwen Henderson,

Absent: Elisabeth Poole, Carol Rothschild, Rebecca Moore

The meeting was called to order at 10:05 a.m.

Amended minutes were approved from the September 19, 2012 Council meeting.

Chair's Report

Lise attended the NASAA conference in October along with Gail Lear and Lori Crawford. She asked Gail and Lori to share their experiences with the NASAA conference. Also, welcomed Ralph Kuebler to the council (as this is the first meeting they've both been able to attend at the same time).

Gail Lear reporting on attending October NASAA Conference

- Attended several sessions...the upcoming election was the hot topic for most, and the affects it would have on the arts funding
- The head of the NEA spoke about "community place-making" tying arts to the economy
- The legislative council for NASAA talked about changes in laws, taxes, charitable giving, etc., to occur based on who got elected
- In advocating and marketing to the arts, it would be advantageous to tie the arts and grant requests to the military, wounded warriors organizations, the disadvantaged, immigrants, autism, alzheimer, home-schooling and teacher training
- Locally, Pennsylvania Council on the Arts won an award for accessibility at the NASAA award ceremony
- Saw wonderful talent and performances

Director's Report

Arts Mean Business Follow-up: Working with Delaware Arts Alliance to develop strategies to take information to other forums: chambers of commerce, business roundtable, rotaries. County-specific meetings to develop more localized conversation, advocacy, and support. Kent and Sussex meetings took place in October/November, and New Castle county meeting is being planned for January.

eGrants: Interim application (completed), Artist opportunity grants, Special Projects, Final Reports. All March 1 applications will be ready the first week of January.

Artist Roster: Ready for use, pending remediation of server problems from a third-party hosting site. Artists will be encouraged to enter their information into the new system. The new system is designed to

be user-friendly and more consistent with the Division's current branding. Once launched, we will be promoting the site to both artists/performers and those looking for artists/performers.

March for the Arts in Education videos: Creation of four videos to promote arts education programs serving diverse youth populations: El Centro Cultural, Rehoboth Art League, Inner City Cultural League, and Christina Cultural Arts Center. Videos will be promoted through Arts E-News, Facebook, email blasts to legislatures.

Content Delaware series: (public impact videos) An RFP will be sent out to arts organizations to present the "story they would tell" about how they impact their communities. A committee will select the strongest stories for video interviews. Content Delaware will produce 10-12 videos (4-5 minutes each) to promote on their site, our site, YouTube, and Delmarva Broadcasting.

Partnering for Professional Development: The Division has been partnering with other technical assistance providers (DANA and AFP) to offer workshops for arts leaders on financial management and fundraising. Partnering raises our visibility in the nonprofit sector and reduces costs through collaboration. Exploratory discussions with DEDO have been held to see where there might be some professional development intersects: Rural Business Accelerator program, Fast Track training for small businesses.

Mid Atlantic Food & Wine Feast: A major fundraiser for select arts organizations. An expansion of the effort begun last year as a benefit to the Delaware Theatre Company. See handout.

DSU Intern: We will be hosting an intern from Delaware State University during the spring semester. She will be working on the National Arts Program and various other Division events and projects.

FY14 and the Fiscal Cliff: Unless Congress acts, a series of major tax and spending policy changes is scheduled to occur on January 1 and 2, 2013. These changes include:

- elimination of almost 50 different deductions in the tax code, including the deduction for charitable giving
- increases in tax rates for all Americans
- across-the-board reductions in all federal spending

[The combination of these changes, particularly the spending cuts that are mandated as a result of the Budget Control Act of 2011, are considered so severe that economists and politicians on both sides of the aisle agree that allowing them to be triggered would be catastrophic to America's fragile economy and almost certainly would lead to another recession.

As Congress returned to work last week, there was a noticeable swell of support for a bipartisan compromise that avoids the across-the-board cuts known as sequestration. A bipartisan group of senators has already announced willingness to compromise on issues seen as the key to negotiating a deal. Many prominent Republicans, including Senator Lindsay Graham of South Carolina and House Majority Leader Eric Cantor of Virginia, have expressed a willingness to violate their pledge not to raise taxes; while Democrats, such as House Budget Committee Ranking Member Chris Van Hollen of Maryland, have said that entitlement reform has to be on the agenda.

Though there is no question that signs are pointing toward an agreement, negotiations of this nature almost always go until the last minute. It is very possible that we won't know whether or how Congress plans to deal with sequestration until close to January 1.] NASAA

[The least desirable outcome would be for Congress to not reach an agreement and for the sequester to begin. Should the sequester be triggered, federal agencies, including the National Endowment for the Arts (NEA), will have to reduce spending by 8.2% for fiscal year 2013. This scenario would reduce

Partnership Agreement funds available to state arts agencies drawn from the NEA's FY2013 budget to support states' **FY2014** activities.

However, leaders from both parties have already stated that they view the enactment of the sequester as devastating for the economy, so there is clearly an incentive on both sides of the aisle to try to reach an agreement. It is too early to know exactly what a compromise might entail, but we expect it to include substantial cuts in discretionary domestic spending, coupled with an increase in tax rates, at least on high-income earners, as well as the elimination of some tax deductions (though I think the charitable deduction will be spared). Should this scenario play out, a cut to NEA funding is likely, though it is far too early to speculate as to extent.

Another possibility is that members of Congress are able to agree only that they need more time, and rather than allowing sequestration to begin, they pass legislation delaying the start of the process. Doing this would allow newly elected members to be sworn in and would allow the president to name his cabinet appointments for the next term. It is widely believed that several key agency heads, including Secretary of the Treasury Tim Geithner and Secretary of State Hillary Clinton, will announce their resignations shortly, and other cabinet officers may decide to step down as well. Since it is the agency heads that will be charged with implementing the cuts, the president may ask for more time to ensure that this process is done as smoothly as possible.

Leadership at the NEA

Last month, NEA Chair Rocco Landesman announced his intention to retire at the end of the calendar year. News of Landesman's decision was not surprising, but nonetheless leaves the NEA without a figurehead as the government heads into one of the most difficult budget periods in recent memory. Although the administration has not yet selected a replacement, we expect them to do so shortly.] *AFTA*

For your calendar

Feb. 22 – Mar. 20, 2013	National Arts Program, DSU Gallery
March 2, 2013	NAP Reception at DSU
March 6, 2013	Poetry Out Loud, Smyrna Opera House
March 20, 2013	State Arts Council Meeting (TBD)
October 28, 2013	Arts Summit 2013, Dover Downs Hotel and Casino

Lori Crawford Reporting on attending the October NASAA Conference

- Best overall conference she's ever attended
- We're not alone in our love for the arts, there are thousands of people advocating for arts
- Attended a session with about 12 or so state arts council representatives that spoke about what their agencies do and found it very informative
- Colorado State Arts Council was chosen to select one of their artist to paint a portrait of the president and they've selected a woman.
- Highly recommends that all council members attend a NASAA conference.

Susan Salkin: Strategic Partnerships Framework

Purpose:

For the Division of the Arts to engage in collaborations with other state agencies, non-profit organizations, local governments, businesses, foundations, or coalitions for the purpose of developing programs and delivering services that address goals outlined in the Division's long-range plan.

Consider partnerships when:

- The Division is more likely to accomplish its goals by being an active and equal partner, rather than a grantor
- It is necessary for the Division to be proactive in initiating an important effort
- The Division receives targeted funding to meet specific goals we cannot achieve alone
- Pooling resources (staff and/or dollars) will result in increased access to funds or expertise
- The Division's willingness to be a partner is likely to encourage other potential partners to participate
- Partnering enhances the Division's ability to promote the agency, its achievements, and/or the value of the arts in community life
- A state-wide coalition is needed to effectively address the Division's goals
- A state/local partnership can result in more effective delivery of services at the local level and/or increase local support for the arts
- A partnership with another state agency will advance the Administration's agenda, enhance interagency cooperation within the Department of State, or contribute to a relationship likely to have long-term benefits for the arts in Delaware.

Method:

Partnership agreements involving Delaware Division of the Arts staff, services, or dollars will be negotiated between the Division and its partners and approved by the Director.

Susan Salkin: Strategic Partnerships Report

Early 2000s – In consultation with the DSAC, the Division developed a Strategic Partnership Framework, identifying the criteria which would guide the formation of partnerships with other state agencies, non-profit organizations, local government, businesses, and foundations.

See Strategic Partnership Framework:

We began with partnerships with the 2 agencies with whom we'd already been working closely for some time:

1. DE Folklife Program/DE State Parks
2. DE Division of Libraries

We already had a long-standing relationship with both agencies – consulting with each other on projects of mutual interest. In the case of Libraries, we were also sharing (at no cost) their office space in Dover and, in the case of the DFP, we were receiving funds annually through our NEA Partnership grant specifically to support folk arts.

Both agencies had been regularly applying for PS grants that were reviewed by grant panels. While panelists appreciated the value of the programs, they always struggled with why we might want to support other state agencies with our limited funds. They saw this as double-dipping. (We generally make a point of supporting these projects with our federal funds).

Under the new Partnership Framework, we developed a Statement of Principles for each agency identifying our mutual goals and areas where our interests intersected. Those Statements of Principles then became the foundation for annual Memoranda of Understanding between us and the awarding of partnership grant funds.

This process enabled us to extend our reach to communities and disciplines throughout the state that we might not be able to serve as well as through our traditional grant programs. It also opened the door for us to sit down together periodically to discuss what was most important for our respective agencies and what we were each willing and able to do, rather than simply having to work with whatever project proposal an agency might happen to submit to a review panel.

Kristin Pleasanton

- **Partnership with Div. Parks & Recreation**
 - provided \$12,500 grant (this year) to support festivals and performing arts and music programs
 - Paul commented that Parks & Recreation presents programs to us and we select which ones we will sponsor with them
 - The criteria is art form and music
- **Partnership with National League of Penn Women**
 - \$4500 grant awarded
 - We received over 100 entries from 7th – 12th graders – 6 were selected from DE
- **Individual Artist Fellowship**
 - DDOA works with MAAF to score artists work
 - Judges are all out of state
 - This year there was only one masters level applicant and his score was not high enough from the judge for consideration for a fellowship
 - Judge's decision is based on the quality of the work and no background information is reviewed.
 - Listened to current applicants' music, reviewed visual and literary artwork.
 - After approval today, letters will go out tomorrow
 - Susan made sure no one had to recuse themselves from voting - Paul confirmed.

Motion made to accept the recommendations for Individual Artist Fellowship awards - motion was 2nd and all are in favor.

Susan Salkin – Update on DE Symphony Orchestra

- Reporting requirements, programming, status of their grants for FY2012 and update on fundraising issues
- We gave deadline extensions for FY2012 which gave them a chance to give us more complete and accurate information
- They're very appreciative of our reporting and application requirements because it forced them to investigate some of their things at a level they may not have done otherwise and to uncover some issues that they might never have seen before and be able to resolve them and better create new procedures and protocols so that those kind of issues wouldn't arise again in the future.
- Although we offered them an opportunity to submit a revised education resource proposal, they withdrew their request for education program grant funding for FY2013
- Reduced the cost of their chamber series tickets
- Reached short-term agreement w/ musicians
- New abbreviated classical series
- As of 12/3/12 they had sold 40% of their subscriptions
- Communications & Fundraising
 - Doing monthly email newsletters that are informative, upbeat and optimistic
 - Doing interesting features on their musicians and upcoming concerts
 - Continuing to work on repairing relations with key corporate and individual benefactors

- Paul stipulated to meet and review their progress sometime in January before authorizing 2nd payment from the grant award (and maybe take a council member with us – Susan)
- The money DDOA committed for their education grant has been reallocated to the education videos and some other production costs for education

Terri Plummer – Update on Clear Space Theatre

- We had hired Dr. Pam Leland and consulting firm to work with them
 - She conducted a day-long retreat with their board to educate them on the roles and responsibilities of a board and to uncover difficulties with Clear Space's operations
 - Followed-up the retreat with extensive interviews with each board member and each staff member individually
 - Reviewed all of the financial documents
 - Her final report was submitted in July - recommendations are as follows
 - The artistic director continue and support the board's plan for a turnaround
 - Board become more actively engaged in governance as leaders
 - Revenues should match those projected in the budget
 - Work with creditors to provide time for repayment of debt
 - Recruit an executive director
 - Recruit an experienced development director
 - Redesign the organization staffing model to eliminate 8 positions
 - Strengthening and extend organizations presence
 - Expand educational programming, which is very successful
 - Better manage and control production costs and expenses
 - Invest in their thrift store and build more capacity
 - Several members have resigned and several are due to go off at the end of this year
 - Revised job descriptions
 - Helped them recruit, screen and interview applicants
 - They have hired an interim executive director based on her recommendation
- DDOA is supporting them with \$5,000 per month for 8 months until \$40,000 is reached to pay the interim director

Motion to adjourn – 2nd – meeting adjourned 11:55

Tour of Historic Houses of Odessa

Lunch at Cantwells Tavern